



Docket: 14491.01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor:	Stephen F. Mase	
Appln. No.:	10/644,651	
Filed:	August 20, 2003	Examiner: Unknown
Title:	Marketing System Based on Customer Preferences	Group Art Unit: 3629

POWER OF ATTORNEY

Mail Stop Missing Parts  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

I hereby certify that this document is being sent via First Class U.S. mail addressed to: Mail Stop Missing Parts, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 20<sup>th</sup> day of January, 2004.

Frances E. Case  
(Signature)

Sir:

In the above-referenced patent application, on behalf of DEXMA, Incorporated, I hereby appoint the Dorsey & Whitney LLP attorneys and agents associated with **Customer Number 25763** to prosecute the patent application identified above and to transact all business in the Patent and Trademark Office connected therewith, including full power of association, substitution, and revocation.

Please address all telephone calls to: Devan V. Padmanabhan at (612) 340-7990.

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The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of **DEXMA, Incorporated**.

Dated: Jan 13, 2004

Signature: [Signature]  
Name: Stephen F. Mase  
Title: President, DEXMA



Kari Lynn Kafehl Vesel